## ORDER

**Orders** 

Order / Rev:

104408

Alt Order #:

06832085

Product Desc:

Estimate: Flight Dates:

10/24/12 - 10/30/12

HELLER FOR SENATE

Original Date / Rev:

07/18/12 / 10/30/12 **GENERAL** 

Order Type:

Primary AE:

Sales Office:

Sales Region:

KSNV Amy McCreary

BLPHI

National

Agency

Name:

Strategic Media Services, Inc.

**Buying Contact:** 

**Billing Contact:** 

3299 K St. NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

Broadcast

EOM/EOC

15%

Advertiser

Name:

Heller, Dean for U.S. Senate

Demographic: Product Codes: A35+

PLC01

Priority:

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	56	\$42,775.00	\$36,358.75
10/29/12	10/30/12	38	\$21,750.00	\$18,487,50

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	56	\$42,775.00	\$36,358.75	0.00
November 2012	38	\$21,750.00	\$18,487.50	0.00
Totals	94	\$64,525,00	\$54.846.25	0.00

00:05:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	29%	\$64,525,00
Market	100%	\$222,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$57,850.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$40,050.00
KTUD	1%	\$2,225.00
KVVU	24%	\$53,400.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,450.00

L	n C	h	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Sp	ots	Rate Pri	Rtg Type 9	Spots	Amount
Е	1 <b>K</b> S	SNV	10/29/12	10/30/12	M-F 5-6a WakeUp w/ M-F 5-6a WakeUp w		5-6a	MT	:30	2	\$300.002	0.00 NM	2	\$600.00
	NE.	WS												
		Star	t <u>Date</u>	End Date	<u>Weekdays</u> <u>Sp</u>	ots/Week	<u>Rate</u>	Rating				ļ		

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Order / Rev:

104408

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06832085

Product Desc:

HELLER FOR SENATE

Flight Dates:

10/24/12 - 10/30/12

Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/29/1	12 10/30/12	M-F 5-6a WakeUp	•	5-6a	MT	:30	2	\$300.002	0.00 NM	2	\$600.00
	NEWS			M-F 5-6a WakeU	p w/vvagners								
		<u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
	eek: 10/		11/04/12	MT====	2	*	0.00						
E Z	KSNV	10/24/1	12 10/26/12	M-F 5-6a WakeUp M-F 5-6a WakeU	-	5-6a	W-F	:30	2	\$300,002	0.00 NM	2	\$600.00
	NEWS			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	pg.,								
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
E 3	eek: 10/		10/28/12	₩-F M-F 6-7a WakeUp	2	\$300.00 6-7a	0.00	.00		0700 004	0.00.1114	_	**
_ 3	KONV	10/24/1	12 10/20/12	M-F 6-7a WakeU	_	0-/a	~-W-F	:30	3	\$700.001	0.00 NM	3	\$2,100.00
	NEWS			·									
1.0.1	<u>Sta</u> /eek: 10	rt Date	End Date 10/28/12	<u>Weekdays</u> W-F	Spots/Week	Rate	Rating						
E 4				M-F 6-7a WakeUp	3 w/\//a/M	\$700.00 6-7a	0.00 MT	:30	2	\$700.001	0.00 NM	2	M4 400 00
	110111	10/20/	12 10/00/12	M-F 6-7a WakeU	_	0-7 <i>a</i>	<b> </b>	.50	2	Φ700.00 I	U.UU INIVI	2	\$1,400.00
	NEWS												
۱۸۸	<u>Sta</u> /eek: 10	<u>rt Date</u> /29/12	End Date 11/04/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$700.00	Rating 0.00						
				Today Show	CM	658a-9am	MT	:30	4	\$600.002	0.00 NM	4	\$2,400.00
				Today Show	_,,,		•••	.00	•	φ000.00Z	0.00 14101	7	Ψ2,400.00
	TODAY		F., J. D4-	<b>NA</b>	O	D-1-	- ··						
w	<u>ਠੂਬ</u> /eek: 10	rt <u>Date</u> /29/12	<u>End Date</u> 11/04/12	<u>Weekdays</u> MT~~~~	Spots/Week 4	<u>Rate</u> \$600.00	Rating 0.00						
E 6			2 10/24/12	Today Show	СМ	658a-9am	W	:30	2	\$600.002	0.00 NM	2	\$1,200.00
				Today Show						*	0.00 1.,,,,		ψ·,200.00
	TODAY	rt Date	End Date	Meakdava	Snote (Mack	Data	Detina						
W	<u>30.a</u> /eek: 10		10/28/12	<u>Weekdays</u> w	Spots/Week 2	<u>Rate</u> \$600.00	Rating 0,00						
E 7	KSNV	10/25/1	12 10/26/12	Today Show	СМ	658a-9am	TF	:30	2	\$600.002	0.00 NM	2	\$1,200.00
	TODAY	,		Today Show									
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 10/		10/28/12	TF	2	\$600.00	0.00						
E 8	KSNV	10/24/1	2 10/26/12	M-F Today Show		9-10a	W-F	:30	2	\$275.002	0.00 NM	2	\$550.00
	TODAY	' II		M-F Today Show	II								
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	eek: 10/		10/28/12	W-F	2	\$275.00	0.00						
E 9	KSNV	10/29/1	2 10/30/12	M-F Today Show		9-10a	MT	:30	2	\$275.002	0.00 NM	2	\$550.00
	TODAY	' II		M-F Today Show	11								
		ırt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	eek: 10/		11/04/12	MT	2	\$275.00	0.00						
E 10	KSNV	10/29/1	12 10/29/12	M-F Today Show Today 4th Hour	III 4th KSM	10am-11am	M	:30	1	\$225.002	0.00 NM	1	\$225.00
	TODAY	' III		roday - mr riour									
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
_	/eek: 10/		11/04/12	M E Today Show	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	\$225.00	0.00	.00		#00° 00°	0.00 :::-	_	A
= 11	VOINV	10/24/1	2 10/20/12	M-F Today Show Today 4th Hour	m 40) <b>(3</b> 1VI	10am-11am	~-WTF	:30	3	\$225.002	MM 00,0	2	\$450.00
	TODAY												
1.4		rt Date	End Date	<u>Weekdays</u> WTF	Spots/Week	Rate	Rating						
Spo	/eek: 10/ ot Ch	Date Ra	10/28/12 ange D	escription	3 Stari	\$225.00 <u>//End Time</u>	0.00 V	Veekdays	Leng	oth Rate	Rtg Type		
	•			I-F Today Show III				-WThF		30 <del>(\$225.00)</del>			
		resolved		EI NOT AVALLADI	E DATE								
E 42				E] NOT AVAILABL Rachael Ray	CM	11am-12pm	,	.20		\$20E 000	0.00.100	4	<b>#</b> 205 00
<b>⊏ (</b> Z	KONV	10/20/1	L 10/20/12	Rachael Ray	CIVI	rans-rzpin	TF	:30	2	\$225.002	0.00 NM	1	\$225.00
				•							•		

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**KSNV** 

Order / Rev:

104408

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06832085

Product Desc:

HELLER FOR SENATE

Flight Dates:

10/24/12 - 10/30/12

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount RR Start Date **End Date** Spots/Week **Weekdays** Rate Rating Week: 10/22/12 10/28/12 ---TF--\$225.00 0.00Ch Date Range Description Start/End Time <u>Weekdays</u> Lenath Rate Rtg Type 1 KSNV 10/22/12-10/28/12 Rachael Ray 11am-12pm ---ThF----:30 (\$225.00) 0.00 NM Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE E 13 KSNV 10/29/12 10/30/12 Rachael Ray CM 11am-12pm MT----:30 \$225.002 0.00 NM 2 \$450.00 Rachael Ray RR Start Date End Date Weekdays Spots/Week Rate Rating 11/04/12 MT----Week: 10/29/12 \$225.00 0.00 E 14 KSNV 10/29/12 10/30/12 Noon News СМ 12-1230pm \$275.002 MT----:30 2 0.00 NM 2 \$550.00 Noon News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 \$275.00 0.00 E 15 KSNV 10/24/12 10/26/12 Noon News CM 12-1230pm --W-F--:30 2 \$275.002 0.00 NM 2 \$550.00 Noon News **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 10/28/12 --W-F--Week: 10/22/12 \$275.00 0.00 E 16 KSNV 10/24/12 10/26/12 The Agenda 1230pm CM 1230-1p --WTF--:30 3 \$225.002 0.00 NM 3 \$675.00 The Agenda 1230pm **AGENDA** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 --WTF--\$225.00 0.00 E 17 KSNV 10/30/12 10/30/12 The Agenda 1230pm CM 1230-1p -T----:30 \$225.002 0.00 NM \$225.00 The Agenda 1230pm **AGENDA** Start Date **End Date** Weekdays Spots/Week Rating <u>Rate</u> Week: 10/29/12 11/04/12 \$225.00 0.00 E 18 KSNV 10/30/12 10/30/12 Days of our Lives CM 1258p-2pm -T----:30 \$275.002 MN 00.0 1 \$275.00 Days of our Lives DAYS Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/29/12 11/04/12 -T----\$275.00 0,00 E 19 KSNV 10/24/12 10/26/12 Days of our Lives CM 1258p-2pm :30 \$275.002 0.00 NM --WTF--0 \$0.00 Days of our Lives DAYS **End Date** Spots/Week Start Date Weekdays Rate Rating --WTF--Week: 10/22/12 10/28/12 \$275.00 0.00 Ch Date Range **Description** Start/End Time Spot <u>Weekdays</u> <u>Length</u> Rate Rtg Type 1 KSNV 10/22/12-10/28/12 Days of our Lives 1258p-2pm --WThF----:30 (\$275.00) 0.00 NM [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 2 KSNV 10/22/12-10/28/12 Days of our Lives 1258p-2pm --WThE----:30 <del>(\$275.00)</del> 0.00 NM Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 3 KSNV 10/22/12-10/28/12 Days of our Lives 1258p-2pm --WThF----:30 <del>(\$275.00)</del> 0.00 NM [.NOT AVAILABLE RATE] NOT AVAILABLE RATE E 20 KSNV 10/24/12 10/26/12 The Doctors 2pm-3pm --W-F--.30 \$225.002 0.00 NM 2 \$450.00 The Doctors DRS Spots/Week Start Date End Date Weekdays Rate Rating 10/28/12 --W-F--Week: 10/22/12 \$225.00 0.00 E 21 KSNV 10/29/12 10/30/12 The Doctors CM 2pm-3pm MT----:30 2 \$225.002 0.00 NM 2 \$450.00 The Doctors DRS Start Date End Date Weekdays Spots/Week Rate Rating

Print Date: 10/30/12 17:16:51

KSNV

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Order / Rev:

104408

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates:

06832085

10/24/12 - 10/30/12

Product Desc:

HELLER FOR SENATE

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-	v	ы		10	111	•	

End Days Ch Start Inventory Code Break Start/End Time Ln Len Spots Rate Pri Rtg Type Spots Amount E 21 KSNV 10/29/12 10/30/12 The Doctors CM 2pm-3pm MT----:30 \$225,002 0.00 NM \$450.00 The Doctors DRS Start Date **End Date** Weekdays Spots/Week Rate Rating 11/04/12 \$225.00 Week: 10/29/12 MT----0.00 E 22 KSNV 10/29/12 10/30/12 Dr. Phil CM MT----3-4p :30 2 \$300.002 0.00 NM 2 \$600.00 Dr Phil PHII Start Date End Date Weekdays Spots/Week Rate Rating MT----\$300.00 Week: 10/29/12 11/04/12 0.00 E 23 KSNV 10/24/12 10/26/12 Dr. Phil CM 3-4p --WTF--:30 3 \$300.002 0.00 NM 1 \$300.00 Dr Phil PHIL Start Date Rating **End Date** Weekdays Spots/Week Rate 10/28/12 --WTF--3 \$300.00 0.00 Week: 10/22/12 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 KSNV 10/22/12-10/28/12 Dr. Phil 3-4p --WThF----:30 (\$300-00) 0.00 NM Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 3 KSNV 10/22/12-10/28/12 Dr. Phil --WThF----3-4n :30 <del>(\$300.00)</del> 0.00 NM Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE --WTF--:30 E 24 KSNV 10/24/12 10/26/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm 3 \$450.002 0.00 NM 3 \$1,350.00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 --WTF--\$450.00 0.00 E 25 KSNV 10/29/12 10/30/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MT----:30 2 \$450.002 0.00 NM 2 \$900.00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 \$450.00 0.00 E 26 KSNV 10/29/12 10/30/12 NEWS 3 at 4 (1 HOUR)CM :30 0.00 NM 4-5pm MT----2 \$450.002 2 \$900.00 (4:30 PM-5:00 PM) 4PM NEWS (1 hour) **NEWS** Start Date **End Date Weekdays** Spots/Week Rating Rate Week: 10/29/12 11/04/12 MT----\$450.00 0.00 E 27 KSNV 10/24/12 10/26/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm --WTF--:30 3 \$450.002 0.00 NM 3 \$1,350.00 (4:30 PM-5:00 PM) 4PM NEWS (1 hour) **NEWS** Start Date Spots/Week Rate Rating End Date Weekdays --WTF---10/28/12 3 \$450.00 0.00 Week: 10/22/12 E 28 KSNV 10/24/12 10/26/12 M-F Early News CM 5-630p --WTF--:30 6 \$1,200.001 0.00 NM \$7,200.00 M-F Early News **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating --WTF--Week: 10/22/12 10/28/12 6 \$1,200.00 0.00E 29 KSNV 10/29/12 10/30/12 M-F Early News 5-630p :30 4 \$1,200.001 \$4,800.00 CM MT----0.00 NM 4 M-F Early News **NEWS** Spots/Week Start Date End Date <u>Weekdays</u> Rate Rating Week: 10/29/12 11/04/12 MT----4 \$1,200.00 0.00 E 30 KSNV 10/29/12 10/30/12 M-F Jeopardy CM 630-7pm MT----:30 2 \$1,300.001 0,00 NM 2 \$2,600.00 M-F Jeopardy JEP

Spots/Week

Spots/Week

CM

2

Rate

Rate

\$1,300.00

630-7pm

Rating

Rating

0.00

--WTF--

:30

3 \$1,300,001

0.00 NM

3

\$3,900.00

Start Date

Start Date

E 31 KSNV 10/24/12 10/26/12

Week: 10/29/12

JEP

End Date

11/04/12

End Date

Weekdays

M-F Jeopardy

M-F Jeopardy

Weekdays

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Heller, Dean for U.S. Senate

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06832085

Product Desc:

Flight Dates:

10/24/12 - 10/30/12

Estimate:

HELLER FOR SENATE

KSNV

Ln Ch Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
	12 10/26/12	M-F Jeopardy M-F Jeopardy	СМ	630-7pm	WTF	:30	3 \$1,300.001	0.00 NM	3	\$3,900.00
JEP Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12	10/28/12	WTF		\$1,300.00	0.00					
E 32 KSNV 10/24/	12 10/25/12		CM	7-730pm	WT	:30	2 \$1,300.001	0.00 NM	2	\$2,600.00
WHEEL		M-F Wheel of Fo	πune							
Start Date Week; 10/22/12	End Date 10/28/12	<u>Weekdays</u> WT	Spots/Week 2	<u>Rate</u> \$1,300.00	Rating 0.00					
E 33 KSNV 10/29/	12 10/30/12	M-F Wheel	СМ	7-730pm	MT	:30	2 \$1,300.001	0.00 NM	2	\$2,600.00
WHEEL		M-F Wheel of Fo	rtune							
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/29/12	11/04/12	MT		\$1,300.00	0.00					
E 34 KSNV 10/29/	12 10/30/12			730-758pm	MT	:30	2 \$450,002	0.00 NM	2	\$900.00
FACE		Face to Face w/	J.Kaiston							
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 10/29/12	11/04/12	MT	2	\$450.00	0.00		<del></del>			
E 35 KSNV 10/24/	12 10/26/12	FacetoFace/Rals Face to Face w/		730-758pm	WTF	:30	3 \$450.002	0.00 NM	1	\$450.00
FACE		1 200 10 1 200 17								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12 Spot <u>Ch</u> Date R	10/28/12 ange D	WTF Description	3 Star	\$450.00 b/End Time	0.00 ا	Veekdays	Length Rate	Rtq Type		
		acetoFace/Raistor			_	WThF				
Unresolved		ELVOT AVAILABI								
		[E] NOT AVAILABI acetoFace/Ralstor		758pm		WThE	- :30 <del>(\$450.0</del> 6	O O O O		
Unresolved			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,				.00.00	5) 0.00 100		
		TE] NOT AVAILABI								
E 36 KSNV 10/25/	12 10/25/12	M-F News 3 at E M-F News 3 at E		11pm-1135pi	m ⊶T	:30	1 \$775.002	0.00 NM	1	\$775.00
NEWS Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 10/22/12	10/28/12	T	1	\$775.00	0.00					
E 37 KSNV 10/29/	12 10/29/12			11pm-1135p	m M	:30	1 \$775.002	0.00 NM	1	\$775.00
NEWS		M-F News 3 at E	leven					·		
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 10/29/12	11/04/12	M	1	\$775.00	0.00					
E 38 KSNV 10/29/	12 10/30/12	_	w CM	1135p-1237a	MT	:30	2 \$275.002	0.00 NM	2	\$550.00
TON SHOW		Tonight Show								
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 10/29/12	11/04/12	MT	2		0.00					
E39 KSNV 10/24/	12 10/26/12	The Tonight Show	w CM	1135p-1237a	aWTF	:30	3 \$275.002	0.00 NM	0	\$0.00
TON SHOW		tonight onow								
Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 10/22/12	10/28/12	WTF	3	\$275.00	0.00					

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**KSNV** 

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104408

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Heller, Dean for U.S. Senate

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HELLER FOR SENATE

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10/24/12 - 10/30/12

Estimate:

Days Ch Ln Start End Inventory Code Break Start/End Time Len Spots Rate Pri Rtg Type Spots Amount E39 KSNV 10/24/12 10/26/12 The Tonight Show CM 1135p-1237a --WTF--:30 \$275,002 0.00 NM \$0.00 Tonight Show TON SHOW Start Date End Date Weekdays Spots/Week Rating Rate --WTF--Week: 10/22/12 10/28/12 3 \$275.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 KSNV 10/22/12-10/28/12 The Tonight Show 1135p-1237a --WThF----:30 (\$275.00) 0.00 NM Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 2 KSNV 10/22/12-10/28/12 The Tonight Show 1135p-1237a --WThF----:30 <del>(\$275.00)</del> 0.00 NM Linneenlyed [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 3 KSNV 10/22/12-10/28/12 The Tonight Show 1135p-1237a --WThF----:30 <del>(\$275.00)</del> 0.00 NM Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE E 40 KSNV 10/27/12 10/28/12 Sa-Su News 3 at ElevenCM ----SS \$750.002 11pm-1135pm :30 0.00 NM \$1,500.00 Sa-Su News 3 at Eleven NEWS Start Date End Date Weekdays Spots/Week Rate Rating \_\_\_\_S Week: 10/22/12 10/28/12 \$750.00 0.00 E 41 KSNV 10/27/12 10/27/12 News 3 Sunrise - SATURIM 6a-7a \$225.002 -----:30 0.00 NM 1 \$225.00 News 3 Sunrise SATURDAY **NEWS** End Date Weekdays Spots/Week Start Date Rating Rate Week: 10/22/12 10/28/12 ----5-\$225.00 0.00 E 42 KSNV 10/27/12 10/27/12 Saturday Today СМ ----S-:30 \$325.002 0.00 NM 7a-9am \$325.00 Saturday Today SAT TODAY End Date Weekdays Spots/Week Start Date Rate Rating ----S-Week: 10/22/12 10/28/12 0.00 \$325.00 News 3 Today - SATURIDM E 43 KSNV 10/27/12 10/27/12 :30 \$300.002 9am-930am ----S-0.00 NM 1 \$300.00 News 3 Today - SAT NEWS\ Start Date End Date Weekdays Spots/Week Rate Rating ---5-Week: 10/22/12 10/28/12 \$300.00 0.00 E 44 KSNV 10/27/12 10/27/12 Sa-Su Early News CM 5pm-630pm ----S-:30 \$450.002 0.00 NM \$450.00 Sa-Su Early News **NEWS** Start Date End Date Weekdays Spots/Week Rating Rate 10/28/12 ----S-Week: 10/22/12 \$450.00 0.00 E 45 KSNV 10/27/12 10/27/12 Weekend Jeopardy/Whe@M 630-730pm :30 ----5-\$375,002 0.00 NM \$375.00 WKND Jeop/Wheel JEP/WHEEL Spots/Week Start Date End Date Weekdays Rate Rating -----Week: 10/22/12 10/28/12 \$375.00 0.00 E 46 KSNV 10/27/12 10/27/12 Saturday Night Live CM 1130pm-1:02am \$750.002 :30 0.00 NM ----5-\$750.00 1 Saturday Night Live SNL. **End Date** Spots/Week Start Date <u>Weekdays</u> Rate Rating Week: 10/22/12 10/28/12 ----5-\$750.00 0.00 E 47 KSNV 10/28/12 10/28/12 News 3 Sunrise - SUND&M :30 \$350.001 0.00 NM \$350.00 News 3 Sunrise SUNDAY **NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/22/12 10/28/12 ----S \$350.00 0.00 ----s E 48 KSNV 10/28/12 10/28/12 Sunday Today CM :30 \$750.001 7a-8am 0.00 NM \$750.00 Sunday Today SUN TODAY End Date Weekdays Spots/Week Start Date Rate Rating 10/28/12 Week: 10/22/12 \$750.00 0.00 E49 KSNV 10/28/12 10/28/12 CM 8a-9am ----S :30 1 \$3,000.001 0.00 NM \$3,000,00

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Order / Rev:

104408

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates:

10/24/12 - 10/30/12

06832085

Estimate:

Product Desc:

HELLER FOR SENATE

KSNV

Ln C	h Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
			Meet the Press									
МТ	'Þ		Meet the Press									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				I		
Week	c: 10/22/12	10/28/12	S	1	\$3,000.00	0.00						
E 50 K	SNV 10/28/	12 10/28/12	News 3 Today W	knd CM	9a-930am	S	:30	1	\$250,002	0.00 NM	1	\$250.00
			News 3 Today									
NE	WS											
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Weel	c: 10/22/12	10/28/12	S	1	\$250.00	0.00						
E 51 K	SNV 10/28/	12 10/28/12	Chris Matthews 9	:30AM <b>GM</b>	9:30a-10a	S	:30	1	\$375.002	0.00 NM	1	\$375.00
			Chris Matthews S	SUN 9:30am								
CN	1									1		
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Weel	c: 10/22/12	10/28/12	S	1	\$375.00	0.00						
E 52 K	SNV 10/28/	12 10/28/12	NFL Football	CM	1P-9PM	\$	:30	1	\$8,000.002	0.00 NM	1	\$8,000.00
			NFL Football									
SN	IFL											
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Weel	c: 10/22/12	10/28/12	S	1	\$8,000.00	0.00						
E 53 K	SNV 10/28/	12 10/28/12	Sports Night in La	as VegaGM	Sun 1135p-	-1200aS	:30	1	\$200.002	0.00 NM	1	\$200.00
			Sports Night in L	as Vegas								
SP	ORTS NIGH	Т										
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Weel	k: 10/22/12	10/28/12	S	1	\$200.00	0.00			•			
										Totals	94	\$64,525.00
										· Juio	<b>U</b> -1	₩J-1,UZU.UU